



Contact:

Jamie Ratner
press@certifikid.com
202-569-1812

Contact:

Deborah Benke
deb@washingtonparent.net
301-229-9453

September 20, 2010

Certifikid and Washington Parent Announce Partnership

First local daily deal website geared to families partners with parent magazine serving the DC area for almost three decades

Washington, D.C. *Certifikid* – the first and can't-miss DC area deal website for families – and *Washington Parent* magazine – the most trusted parenting resource in DC, Maryland, and Northern Virginia for almost three decades - have announced that they have joined forces and formed a partnership. The winner: parents and families in the Greater Washington area!

Certifikid (www.certifikid.com) offers its members via email a daily, unbeatable deal on all things families want and need in the Greater Washington area. Since its launch earlier this year, *Certifikid* has featured exclusive deals at incredible savings (often 50% or more off the retail price) from local businesses such as My Gym, MusiKids, The Great Zucchini, Daisy Baby & Kids Boutique, The Cereal Bowl, Sassanova Shoes, as well as independent specialty photographers, jewelry and gift sellers, family friendly restaurants, and kid activities. Thousands of local families have benefited from *Certifikid's* great values and *Certifikid's* participating businesses – most of whom request to be featured again – are thrilled for the new customers and exposure!

Washington Parent (www.washingtonparent.com) has been serving parents in the Washington Metropolitan Area since 1982, providing family enrichment through education and support in print, online, and at selected events throughout the year.

As part of their collaboration, *Washington Parent* will feature *Certifikid* in the 70,000 copies of their magazine distributed each month to more than 1800 locations throughout the metropolitan area, including major outlets such as Whole Foods, Borders Books, libraries, community centers, day care centers, schools, and pediatricians' offices, as well as on their website, e-newsletter, and at events. This will lead to more *Certifikid* subscribers and thus better *Certifikid* deals for local families. *Certifikid* will enhance *Washington Parent's* online presence, generate interest in and support for their many events, and help it to develop new business relationships.

“By partnering with *Washington Parent*, an area institution, *Certifikid* will be able to reach more local families and offer them better deals, says *Certifikid*'s founder and lifetime expert deal finder Jamie Ratner. “We are elated to work with *Washington Parent*'s outstanding team and get started on all that we can accomplish together for the benefit of Washington metro area parents and families.”

“We are very excited to partner with *Certifikid*, a leader in the cutting edge internet marketplace for local family friendly businesses and their customers,” says *Washington Parent* owner Deborah Benke. “We believe our 150,000 monthly readers will also be excited to benefit from *Certifikid*'s great deals geared to local families.”